

EVENT DETAILS

DATE –THURSDAY NOVEMBER 28 – FRIDAY NOVEMBER 29, 2024

EVENT TITLE: Prince Edward County Tour - Urban Meets Rural:
Transforming Economic Development in Ontario's Smaller Communities

SPEAKER BIOS



Steve Ferguson, Mayor of Prince Edward County Mr. Ferguson was elected to the Council of Prince Edward County in 2014 as councillor for South Marysburgh Ward. During his tenure, he served as the Council representative on the Prince Edward County Chamber of Tourism and Commerce as well as the Prince Edward Heritage Advisory Committee. He is the past-president of the Milford Fair Board and the Prince Edward Historical Society, and the former publisher of *The South Marysburgh Mirror*. In 2018, Mr. Ferguson successfully ran for the position of Mayor of The County and was re-elected in 2022. During his first term, the

municipality implemented a municipal accommodation tax (MAT), and short-term accommodation licensing; established an Affordable Housing Corporation; passed a new Official Plan; and strengthened relations with the Mohawks of the Bay of Quinte. Expected to be completed during the current term of council are the construction of a new hospital; the introduction of the Wellington and Picton water and wastewater master servicing plan, the anticipated rehabilitation of County Road 49, and an increase in the number of affordable housing units. Before relocating permanently to Prince Edward County from the city of Toronto in 2008, Mayor Ferguson held senior sales, marketing and executive positions in the entertainment and retail merchandising industries in Canada, the United States, and the United Kingdom.



Marcia Wallace, CAO, The Corporation of the County of Prince Edward Marcia Wallace is the Chief Administrative Officer for Prince Edward County, a vibrant, growing single tier municipality in Eastern Ontario with an active agricultural sector and a strong tourism related economy. In this role she leads the provision of a wide range of municipal services for residents, businesses and visitors. Prior to joining the County, Marcia spent two decades working for the province of Ontario. In her last position at the Province she served as Assistant Deputy Minister with the

Ministry of Municipal Affairs and Housing where she led the division responsible for the implementation of policy and programs across Ontario's over 400 municipalities. Marcia is a

proven public sector leader and evidence-based decision-maker, having worked on a range of issues including land use, environmental protection, infrastructure, energy, building regulation, housing, finance, and emergency management. In addition to this experience, Marcia also has a Ph.D. in Urban Planning from the University of Waterloo and is a Registered Professional Planning with the Ontario Professional Planners Institute (OPPI).



Jonathan Van Huizen, President, Van Huizen Homes Ltd.



Alexandra DeGasperis, is the Vice President, DECO Communities. DECO Communities is a land development company and a division of the TACC Group, one of Canada's largest builders in construction and infrastructure. DECO builds modern, master planned communities to enhance lifestyle and support all life stages. Our planning and development processes are informed by our design-forward principles; from architecture, to parks and public spaces and the craftsmanship within our interiors. We bring a contemporary lens to building sustainably

resilient and vibrant communities to enhance how people live. Alexandra practiced law at Kagan Shastri LLP in the areas of land use planning, development, and municipal law as well as commercial litigation. As an associate, Alexandra was involved in many notable cases which helped shape the planning and development landscape in Ontario and has appeared dozens of times in the *Novae Res Urbis* (NRU). Alexandra believes that community building does not stop at her development work. Alexandra's community involvement began at a young age when she co-founded and became Executive Director of the Burgundy Brick Foundation (BBF) which

supports affordable housing and initiatives to combat youth homelessness in Ontario. More recently Alexandra sat on the Board of the Ontario Arts Council and currently sits as a director on the Mount Sinai Foundation Board. Alexandra is a proud ULI Women Leadership Initiative Champion.



Kathryn Randle, is the Vice President, Planning & Development, at Rockport Group. Kathryn is a Professional Planner with extensive experience managing the approval process for complex high-rise, mid-rise, rental, condo and retirement projects. Kathryn has worked on Rockport's most progressive projects, building quality communities that address some of the City's most pressing issues, including increasing affordable rental housing supply, creating vibrant public spaces and incorporating prominent heritage assets. Kathryn is Chair of the Board of Directors for Cycle Toronto and is a facilitator for ULI's

UrbanPlan program. Kathryn holds a Master of Urban Planning from the University of Waterloo, and a Bachelor of Arts from Queen's University.



Tim Jones, CEO, Base31. Change-maker, social entrepreneur and thought leader, Tim Jones has made profound and unique contributions to arts, culture and urban development communities in Toronto, Canada and around the world. His work has evolved over the past four decades in three distinct but related career phases. In his early career as part of the senior leadership of Toronto's queer theatre company Buddies in Bad Times Theatre, he built a cultural platform that empowered LGBTQ2S+ artists to define new identities, shift cultural narratives

and in the process helped pave the way for previously unthinkable advances in human rights. Next, over a ten-year relationship with The Canada Council for the Arts, Tim played a catalytic role in strengthening Canada's national theatre ecosystem. As Artscape of CEO from 1998 - 2021, Tim gained recognition as a global leader in leveraging the power of arts and culture as catalysts for change in urban and community development. Today, Tim is the CEO of Base31 a major new cultural destination and master planned community on the site of a WWII airbase in Picton Ontario.



Assaf Weisz, Vice President, Base31. Assaf is an accomplished placemaker, entrepreneur and urbanist with a passion for making places people love. He is President and Partner at Base31, a mixed-use community and cultural destination in the making, on the grounds of a former WWII airbase in Prince Edward County, Ontario. Prior to that he co-founded Purpose Capital, Canada's leading impact investment advisory firm, which was acquired in 2017 and now operates as Rally Asset Management. He has taught Social Entrepreneurship at the

Schulich School of Business and at University of Toronto's Faculty of Applied Science and Engineering. He also served as a Fellow of the Brookfield Institute for Innovation and Entrepreneurship, and as a Fellow of the Ariane de Rothschild Foundation. Assaf is passionate about working towards equitable, culturally creative and sustainable futures and believes that long walks solve most problems.



Sol Korngold, Owner, General Manager, The Royal Hotel. Sol Korngold was born in Montreal and raised his family in Toronto. He is a co-owner of STOCKtc in Toronto and The Royal Hotel in Prince Edward County. In 2016 he left his post as a co-founder/COO of a Bay St. software company to spearhead the re-imagining of The Royal. Sol currently operates the hotel and lives full time in The County.



Pina Petricone, Principal, Giannone Petricone Associates Architects Inc. Pina Petricone is a founding principal of Giannone Petricone Associates with Ralph Giannone. She guides the studio to deliver innovative, visionary, and widely recognized work and research by leading and advancing the firm's creative and research output to be at the forefront of industry practice and professional knowledge. Pina oversees and guides projects with studio teams to optimise design quality, to foster teaching and learning, and to inspire and motivate all at GPA. As a Principal of Giannone Petricone Associates

and a Professor of Architecture at the University of Toronto, Pina's dual role is a defining feature of the practice, enabling her to contribute intellectual rigor and research to the firm's projects and processes, as well as to give real projects academic consideration. Pina teaches design and theory at all levels of the Master of Architecture program and has recently been awarded a LEAF

Impact Grant by the Vice Provost for Innovation in Undergraduate Teaching to develop a unique design research internship program for BAAS students. Pina has presented her work and research at several international conferences and symposia, including the Columbia University Think Tank on the Building Intelligence Project, IF World Conference at the Politecnico di Milano, the Banff sessions on Architecture in Banff, Alberta, and the Tectonics: Making Meaning Conference at the Eindhoven Technical University, Netherlands. Her work and research have been published widely in Canada, the U.S., Asia and Europe. Pina received her undergraduate professional degree in architecture from the University of Toronto in 1991, a Master of Architecture II from Princeton University in 1995 and became a fellow of the Royal Architecture Institute of Canada in 2015.



Scott Hart, General Manager, The Drake Devonshire

Scott Hart moved to Wellington after spending 18 years in the Caribbean where he owned and operated one of the Caribbean's top 10 fine dining restaurants *the Dove* and the boutique hotel *Frenchman's Resort* before becoming General Manager of *Peter Island Resort and Spa*, one of the premier private island resorts in the world. Moving back to Canada with his family after Hurricane Irma in 2017, Scott joined Drake Hotel Properties where he has served as Director of Operations, Chief Operating Officer and currently as General Manager of the Drake

Devonshire and Motor Inn



Shannon Hunter, Founder and President, Wander the Resort

Shannon Hunter is the founder of Wander The Resort, recognized by Condé Nast Traveler as the best new hotel in Canada in 2021.

Prior to becoming a hotelier, Shannon spent a decade as an interior designer and launched several short-term stay properties. She is now on a mission to redefine the Canadian resort experience.

Founder of Wander The Resort, designer-turned-hotelier, 2022 RBC Canadian Women Entrepreneur Awards Ones to Watch Award Recipient

2022 Ones to Watch Award Recipient

In dreaming up Wander the Resort, Shannon Hunter took the nostalgia of the classic Canadian cabin, brightened the palette and let in light to create spaces that are simple yet layered, modern yet warm, luxurious yet family friendly...Named the best new hotel in Canada by Condé Nast Traveller in 2021, Wander is one of the few resorts in Ontario to gain global recognition.



Keith Tyers, Head Winemaker, Closson Chase. Born and raised in Kingston, Keith Tyers is a veteran of the food and wine world.

Starting from humble beginnings as a teen in fast food service, he soon moved on to fine dining and relocated to Toronto in 1998 to pursue a career in wine. After graduating from the International Sommelier Guild in 2002, Keith left the city and settled in Prince Edward County with his wife Cassandra. Keith joined the vineyard team at Closson Chase in 2003—the first year the estate vines produced fruit. He came on full-time in 2004 and completed his

first official harvest, pressing 100 kg of chardonnay. It was in this first barrel of County chard that he tasted the potential of the region. The next ten years were spent diligently working the fields, familiarising himself with the unique character of each vineyard, and learning how to make wine in a yet-unproven region. Keith earned the title of Assistant Winemaker in 2012, before moving into the Head Winemaker role in 2015. Keith has evolved and matured alongside the vineyard, but has kept true to his ethos of capturing what Mother Nature grows in a bottle, creating the truest possible expression of terroir.